

Chamber Secretary Gets Bid to UAL Celebration

Invitation to participate in the celebration of the United Airlines' new "Convair" line, tomorrow has been extended to Dale Isenberg, executive secretary of the Torrance Chamber of Commerce, it was disclosed yesterday. Isenberg will join representatives and executives of other California Chambers of Commerce in the flight honoring the inception of the new service for this area.

Savings Earn Quarterly Interest at LINCOLN

Lincoln invites you to open your savings account where it will be insured up to \$10,000... and will earn interest quarterly at our current rate of 3% per year.

LINCOLN
SAVINGS AND LOAN ASSOCIATION
615 So. Spring Street, Los Angeles, Trinity 6543
Roy P. Crocker • President
Charles T. Rippy • Vice-President



The Brand of Travel...

...you'll like...



Union Pacific Hospitality

ENROUTE TO ALL THE EAST

You'll feel it the minute you climb aboard any Union Pacific Streamliner... the efficient, courteous service... the spacious lounges with every facility for a pleasant trip—refreshments, radio, reading, and writing desks for catching up on correspondence. It's all part of Union Pacific Hospitality. Lasso a Union Pacific train ticket for your next trip back east and enjoy train travel at its best.

"CITY OF LOS ANGELES"
Streamliner "CITY OF ST. LOUIS"

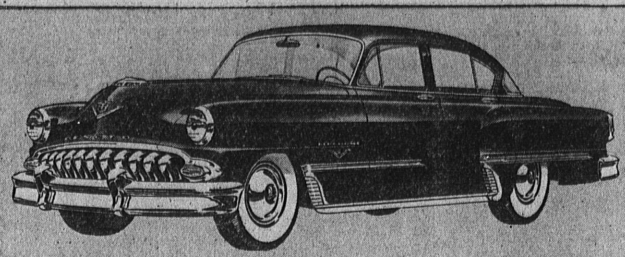
LOS ANGELES LIMITED
PONY EXPRESS

UNION PACIFIC TICKET OFFICE—SAN PEDRO

805 South Pacific Avenue
Telephone Terminal 2-7531

FREE!

"VACATIONS EAST"—Colorful travel book that tells you where to go, what to see on your trip East. Get your copy at any Union Pacific ticket office.



NEW DE SOTO... On display today at Whittlesey Motors, 1600 Cabrillo Ave., is the 1953 De Soto which features the "new look" in automobiles. Shown here is a Fire Dome V-8 4-door sedan.

Everybody Likes a Bargain...
The Biggest One In Town
Is The Torrance Herald...
It Gives More For Your Money!

Resident Says

Air Alerts Should Come from the Air

Something new in the way of an air raid warning signal was proposed this week by Mrs. R. Carol Brown, of 1004 Crenshaw Blvd., following the testing last Friday of the Multiple Alert Mortar designed by inventor Vic Chatten.

Said Mrs. Brown, "Yes, I heard the new air raid signal—but I noticed it most because it shook my house and windows. I thought I was being bombed."

"However," Mrs. Brown continued, "I think that the noises, sirens, whistles, etc., made on the Edgar Bergen show Sunday night when Marilyn Monroe kissed Charlie McCarthy were the best for air raid warnings I've heard so far."

Offers Suggestion
Mrs. Brown was using the antics of a radio soundman to lead up to a serious suggestion

Christian Science Lecture Set Monday

A lecture entitled "Christian Science: Its Premise and Its Practice" will be broadcast over Station KFWB (980 kc) on Monday evening, November 17, at 8 o'clock.

The lecture will be given in Twenty-eighth Church of Christ, Scientist, 1018 Hilgard Avenue, Los Angeles.

The speaker, Grace Jane Noe, C. S., of Chicago, Illinois, is a member of the Board of Lectureship of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts.

Windows Shattered

Vandals smashed five panes of glass out of windows at a new home under construction near 1830 Torrance Blvd., Howard Whisman reported to Torrance police.

Local Dealers Now Showing 1953 De Sotos

The 1953 De Soto, a distinguished new automobile both inside and out, will go on display at Whittlesey Motors, 1600 Cabrillo, today.

Featuring an entirely new body the 1953 De Soto highlights beauty in every line. The new body accentuating long, flowing lines, new longer swept-back fenders and a wider, lower rear deck makes the new De Soto a longer, lower, wider, and lovelier automobile.

Interiors of the 1953 De Soto feature new upholstery fabrics, distinctive new door panels and richly grained instrument panel and window mouldings—all in harmony with new exterior colors.

The new De Soto is offered in two series—the Fire Dome V-8, powered by the 160-horsepower Fire-Dome engine—America's most powerful engine design—and the Powermaster Six.

Power Steering
Both series are available with De Soto's Full Power Steering, the driving advancement which makes driving safer and easier under all conditions and parking and turning "easy, as dialing a telephone."

An exterior highlight of the 1953 De Soto is the massive new grille with new parking lights set at the extreme edges of the grille, underneath the headlights. A chrome frame encircles both grille and parking lights.

Styling innovations on the new De Soto are the chrome fender mouldings on both front and rear fenders. These smart new mouldings accent its low grace.

District Leader Slates Talk at Church, Sunday

The Rev. L. E. Halverson, secretary-treasurer of the Assembly of God Church of Southern California, will be guest speaker at the Torrance Assembly of God Church Sunday evening at 7:30. The public is invited, according to Pastors Henry and Ida Sande.

ful lines and add a "speed line" effect to the car.
Wheelbase of the new De Soto has been maintained at 125 1/2 inches, while overall length has been increased from 208 3/8 inches to 213 3/8 inches and overall width from 74 1/2 inches to 76 1/2 inches. The car is one inch lower, but road clearance is unchanged.
Eleven body styles are offered in the two De Soto lines. Choices in the Fire Dome V-8 include: 4-Door Sedan, Club Coupe, Convertible Coupe, Sportsman, All-Steel Station Wagon and 8-Passenger Sedan. Powermaster Six body styles are: 4-Door Sedan, Club Coupe, Sportsman, All-Steel Station Wagon and 8-Passenger Sedan.

SUNDAY CONCERT
Sit in Your Car and Enjoy Our Sunday Free Concerts from 2:30 Until 4:00 P.M.
HOME OF THE WORLD'S MIGHTIEST OUTDOOR PIPE ORGAN
Roosevelt Memorial Park Cemetery Between Vermont and Normandie at 182nd St.



WHEN YOUR BOY TEASES FOR A BIKE—

It's a fine chance for you to give him some good training in the old-fashioned virtue of thrift—and we'll help you! Here, children of every age have savings accounts and find that it's fun to bring in their money and make regular additions. Start a good habit... help your children achieve many worthwhile things thru savings. Accounts may be opened with a modest amount and earn a good return, too.

3% CURRENT ANNUAL RATE
SAVINGS RECEIVED BY 10TH OF MONTH
EARN FROM FIRST OF MONTH

AMERICAN SAVINGS

& LOAN ASSOCIATION
Established 1923



205 SO. PACIFIC AVE.
REDONDO BEACH, CALIF. • TELEPHONE: FRONTIER 48931

UNION PACIFIC RAILROAD

On Display Today!

The Distinguished 1953 De Soto

Beautiful New Looks! Beautiful New Interiors!

It's The Most Beautiful New De Soto Ever Introduced!



COME SEE IT!

BRAND NEW STYLING! Lower and longer... glamorous new chrome fender mouldings... new, wider, lovelier front grille... beautiful new swept-back rear fenders... new, lower, wider rear deck!

BRAND NEW VIEW! Greater glass area all around... huge new curved one-piece windshield and narrow corner posts... big windows, slender center posts... new sweep-around one-piece rear window!

BRAND NEW INTERIORS! New, handsome upholstery... distinctive new door panels... new, lovely grained instrument panel... all harmonizing with body colors.

GREAT POWER FEATURES! The De Soto 160 h.p. Fire Dome V-8 has America's most powerful engine design. Power Steering makes parking and turning easy as dialing a phone. Power Braking assures faster, easier, safer stops.



SEE 160 H. P. FIRE DOME V-8 and POWERMASTER SIX!

WHITTLESEY MOTORS

DE SOTO - PLYMOUTH DEALERS
1600 CABRILLO AVENUE — PHONE 1144

ANNOUNCING OUR OFFICIAL...

GRAND OPENING

FRI. & SAT.
NOVEMBER 14-15

VALLEY DAIRY FARMS

NEW DRIVE-IN DAIRY

FREE

Ice Cream

NOVELTIES

To All Children Accompanied By Their Parents... During Grand Opening Days.

Cordially invite you to attend our opening celebration... Here is an outstanding new achievement in ultra-modern dairy products... A new measure of perfection in friendly customer service...

WE WILL FEATURE...

- FRESH DAIRY BUTTER
- FARM FRESH EGGS
- QUALITY ICE CREAM
- FINEST COTTAGE CHEESE
- CHURNED BUTTERMILK
- DELICIOUS CHOCOLATE
- RICH HALF & HALF CREAM
- VITAMIN ENRICHED NON-FAT MILK

PASTEURIZED—HOMOGENIZED

MILK

Produced and Bottled In Our Own Dairy

SAVE!

16¢ PER GAL.

VALLEY DAIRY FARMS

"Milk for City People... With Country Taste"

906 EAST CARSON STREET
(1 Block East of Avalon Blvd.)

TE. 4-3473

Hours 8 a.m. to 9 p.m.